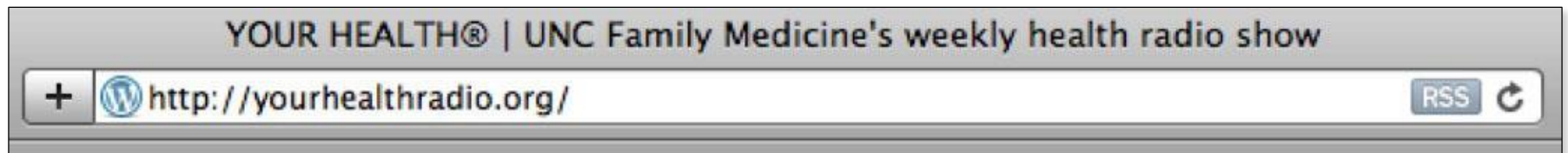


# Radio, Libraries and Blogs, Oh My!

## Collaboration with YOUR HEALTH® Radio



Lee Richardson, Barbara Rochen Renner, Robert Ladd  
UNC–Chapel Hill Health Sciences Library

LAUNC–CH Conference  
March 11, 2013

# YOUR HEALTH® Radio show

- ▶ **Airs locally on WCHL AM 1360 and FM 97.9**
- ▶ **One-hour weekly consumer health radio show**
  - Debuted October 12, 2008
- ▶ **Recorded, edited, aired 5 times each week**



# WordPress.com blog



- ▶ **yourhealthradio.org**
  - Show archives and augmented content
  - Launched June, 2010

# YOUR HEALTH® Format

## ▶ Research That Matters

- Practical health information from recent research

## ▶ Conversations

- Interview with invited guest of the week

## ▶ House Calls

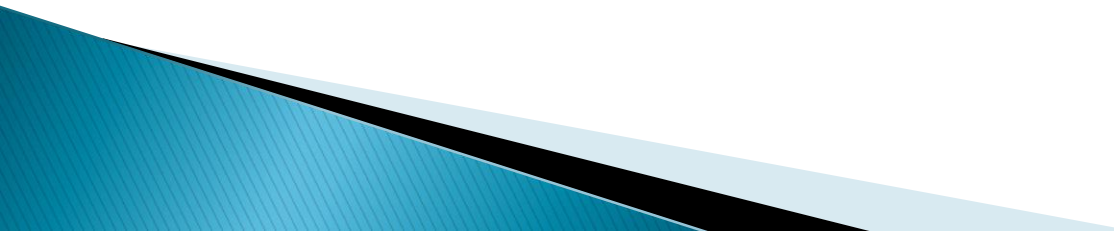
- Answers to listeners' health related questions



### Show Topics:

- **Research that Matters** (min 0-10): nutrition & cancer, Vitamin D and Calcium & Dementia, self-hypnosis during labor & epidural use, teen mental disorders & medication
- **Conversations** with Ms. Morgan Johnson about Mondays & Your Health (min 10-31)
- **House Calls** (min 31-41): ears clogged with wax, Unna boots, arthritis in neck, forgetting names & Alzheimer's

# Other Ways to Listen

- ▶ **WCHL (Chapelboro.com) website**
    - Download audio
    - RSS feed
  - ▶ **iTunes podcasts**
  - ▶ **Mobile app** (currently: iPhone, iPad, iPod)
  - ▶ **via blog** (embedded audio player)
- 

# YOUR HEALTH® Stats (2/2013)

- ▶ **~30, 000 listeners/week**
  - based on WCHL estimates and statistics from the YH mobile app and podcasts
- ▶ **~34,000 blog views since June, 2010**
  - 20% growth over last year; still growing
  - nearly 2,000 blog views/month in 2013

# Views by Country Since 2/25/2012

**UNITED STATES**  
**UNITED KINGDOM**  
**CANADA**  
**INDIA**  
**PHILIPPINES**

Country	Views
 United States	14,547
 United Kingdom	646
 Canada	562
 India	321
 Philippines	260
 Australia	259
 Mexico	148
 Ireland	74
 Germany	59
 Saudi Arabia	55
 New Zealand	48
 United Arab Emirates	44
 Egypt	44
 Brazil	44
 Israel	43
 Malaysia	42
 Pakistan	41
 Spain	41



# Interview with Dr. Adam Goldstein





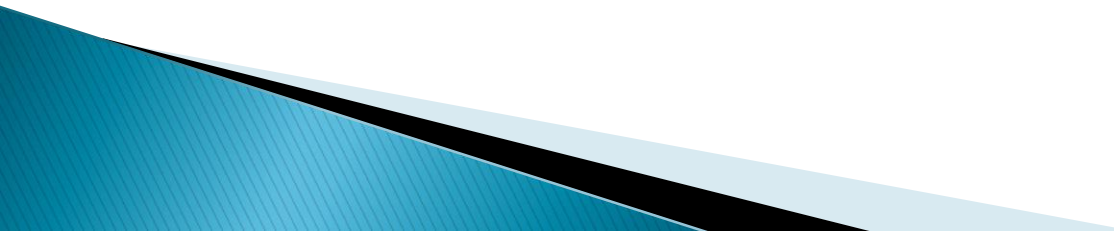
# How We Got Started

- ▶ Aware of radio show
- ▶ People read YOUR HEALTH® posters in UNC Hospital & clinics
- ▶ HSL expertise: website design, high quality information sources
- ▶ Immediate need:

## Help with Website!



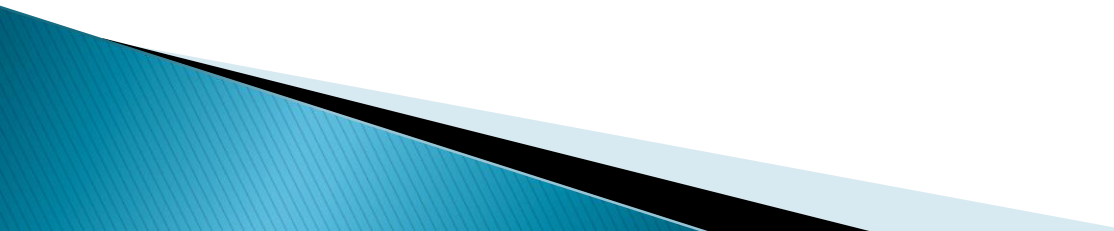
# Original YOUR HEALTH<sup>®</sup> Website

- ▶ Dissatisfied with website (SOM standard)
  - ▶ Required IT expertise and approval for updates/changes
  - ▶ Wanted: user friendly, interactive, dynamic, easily findable content
  - ▶ Essentially no budget
- 

# Benefits of Blogs

- ▶ Successful use by respected others
  - ▶ Content
    - User–friendly and interactive
    - Quick and easy to post
    - Searchable
  - ▶ Some blog platforms are free
- 

# Evaluated Blog Platforms


- ▶ Cost, ease of use, reliability, security
  - ▶ Design options, features
  - ▶ Audio support
  - ▶ Ability to incorporate social media
- 

# Three WordPress Options

- ▶ WordPress.com
  - ▶ WordPress.org
  - ▶ Campus: web.unc.edu
- 


# WordPress.com:

## Best Choice to Start

- ▶ Free; optional low cost upgrades
  - ▶ Easy to use but powerful
  - ▶ Reliable; good support
  - ▶ Widely used/highly respected
  - ▶ Local acceptance
- 



# Blog Initiation

- ▶ Created WordPress prototype
  - ▶ Met with YOUR HEALTH<sup>®</sup> team
  - ▶ Trained team in WordPress basics
  - ▶ Provided consulting in design, imaging and audio
- 

# Categories and Tags

- ▶ Categories

- Broad concepts

- ▶ Tags

- Narrower concepts

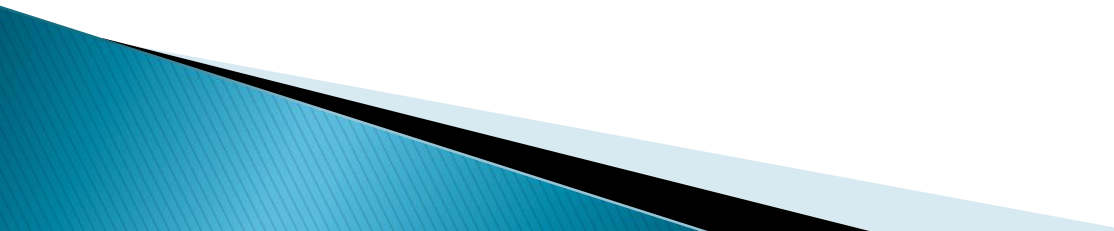
# Choosing a Controlled Vocabulary

- ▶ MeSH (Medical Subject Headings) not consumer friendly
- ▶ Freely available and maintained by a reliable source
- ▶ Make and maintain one?
  - Labor intensive

# Why MedlinePlus

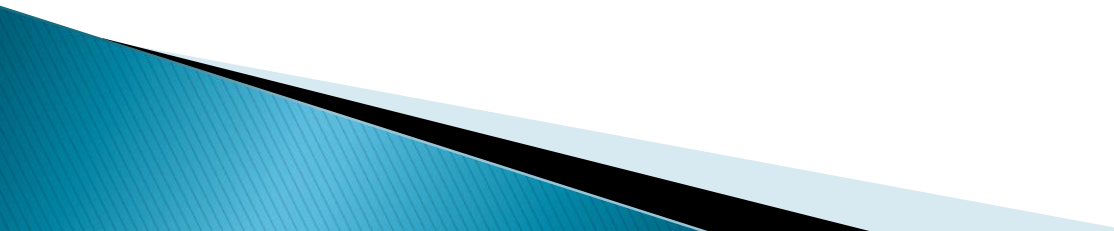
- ▶ National Library of Medicine at NIH  
(National Institutes of Health)
- ▶ Hierarchical arrangement
- ▶ BUT: doesn't cover everything
  - e.g. technology in medicine
- ▶ Library of Congress Subject Headings  
to supplement

# Further Developments

- ▶ Suggestions to improve blog/website
  - ▶ Photos: information on copyright and sources
  - ▶ HSL librarians provide links with more information
- 

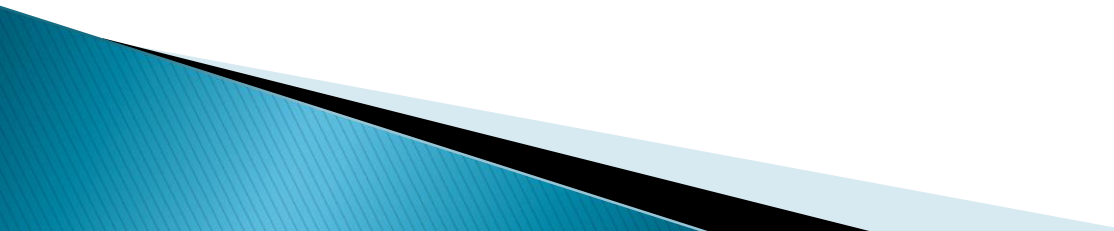
# Augmented by HSL Librarians

## ▶ Since April, 2011:

- 4 librarians rotate weekly
  - Listen to show and determine topics
  - Find, evaluate and provide links for consumer health websites for each topic
  - Respond to “shout outs” by hosts during show
- 



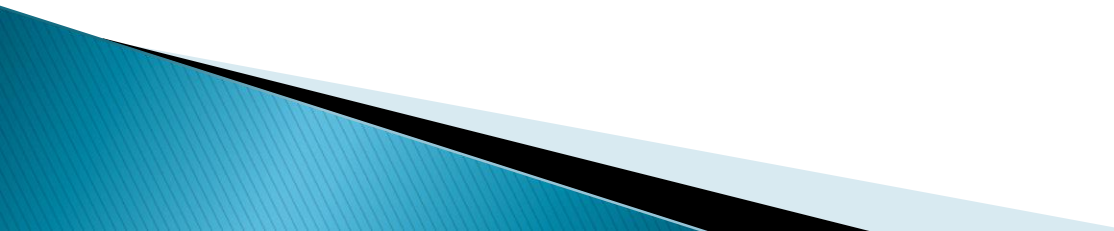
# Next Steps

- ▶ Highlight librarian role
  - ▶ Hosts want us to add:
    - Information on role of librarians
    - Project-related scholarly output
    - Resources for health professionals
- 

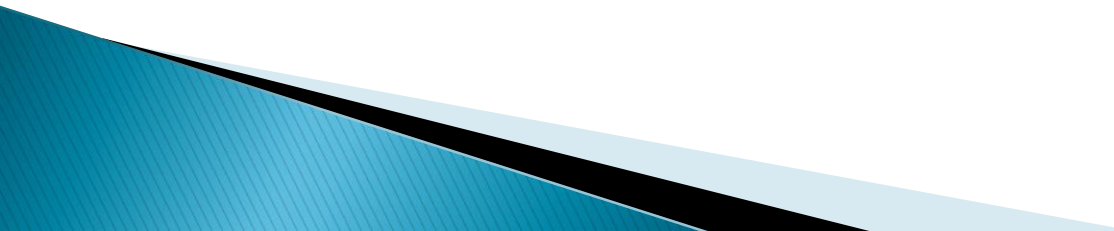
# Next Steps

- ▶ Possible migration to WordPress.org
  - More customizable navigation and search options
  - More finely grained geographic data
  - Search box data

# Benefits for the Public

- ▶ Multiple ways to interact with healthcare providers:
    - Call with questions
    - Email
    - Social Media: Facebook, Twitter
    - Comment on blog posts
- 

# Benefits for the Public

- ▶ High quality health information provided by medical librarians
  - ▶ Listeners choose when and how to access show
  - ▶ Platform for additional content (e.g. book reviews, commentaries)
- 

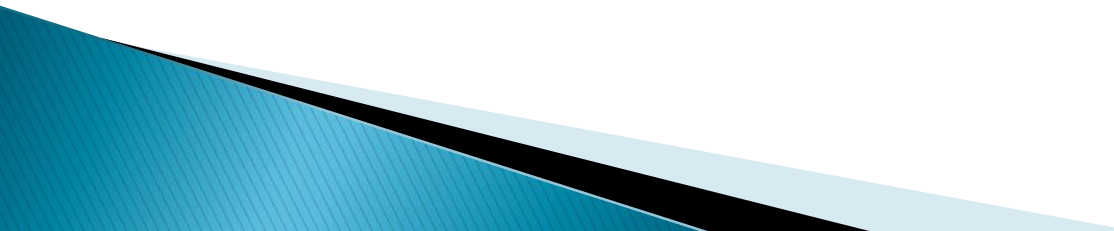
# Benefits for HSL

- ▶ HSL and NC Health Info acknowledged on air and on blog
- ▶ Draws attention to HSL as a public resource
- ▶ Enormous outreach
- ▶ Strengthened relationship with Family Medicine

## SPONSORS

- NC Health Info
- UNC Family Medicine
- UNC Health Care
- UNC Health Sciences Library

# Benefits for Profession

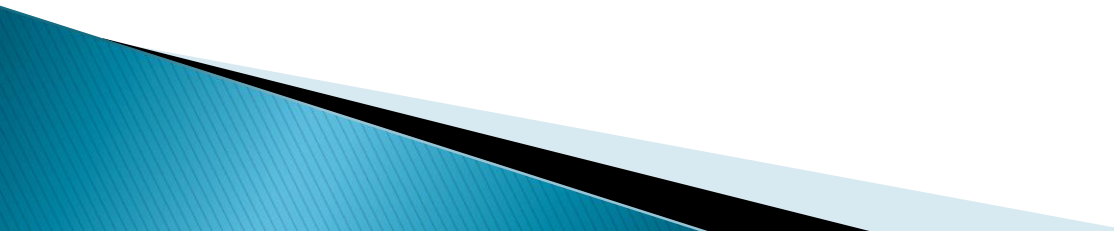
- ▶ Demonstrates value of librarians to other health professionals
  - ▶ Highlights librarians as innovators
  - ▶ Allows exploration of new roles for librarians
- 



# Challenges

- ▶ “Selling” the idea to HSL
  - What is HSL’s role?
  - What resources are needed now and in the future?

# Challenges: Quick Response

- ▶ Partners are innovators, risk takers, move fast
  - ▶ We must make decisions & respond quickly
  - ▶ Active blog available worldwide 24/7
- 

▶ [yourhealthradio.org](http://yourhealthradio.org)

▶ WCHL

◦ 1360AM or 97.9FM

▶ [hsl.lib.unc.edu](http://hsl.lib.unc.edu)

▶ Lee Richardson: [richarlm@email.unc.edu](mailto:richarlm@email.unc.edu)

▶ Barbara R. Renner: [brrenner@email.unc.edu](mailto:brrenner@email.unc.edu)

▶ Robert Ladd: [bob\\_ladd@unc.edu](mailto:bob_ladd@unc.edu)

PLEASE TUNE IN!

We're on the air on WCHL  
97.9 FM:

- Saturday at 9am
- Sunday at 9am & 5pm
- Monday at 6pm & 10pm

# Acknowledged Support

“YOUR HEALTH<sup>®</sup> is supported by UNC’s Health Sciences Library and NC Health Info, working together to connect people everywhere with knowledge to improve health. Visit [ncealthinfo.org](http://ncealthinfo.org) for answers you can trust.”

